



## D 7.2.2 - Report on Social Media Sites

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## 1 ABSTRACT:

Social media sites are very popular among Internet users and thus represent an excellent channel through which to maximise NECTAR's impact. As anticipated in the project proposal, NECTAR harnessed the power of social media sites (LinkedIn and X, formerly known as Twitter) to reach target audiences and stakeholders, as well as the general public.

This document describes the social media sites adopted in the project for dissemination purposes and summarises the main results achieved with respect to success indicators identified in the project proposal.

## 2 KEYWORDS:

Social Media, LinkedIn, Twitter, dissemination, communication

## 3 INTERNAL REVIEWERS

REVIEWER NAME	ORGANIZATION	DATE OF APPROVAL
Silvia Bossio	Odisee	14/11/2023

## 4 VERSION HISTORY AND AUTHORS

Version	Name / Organization	Status*	Date	Provided Content/Comment/ Summary of Changes
1	Elena M. Vercelli	A	24/10/2023	Draft Version 1
2	Elena M. Vercelli	A	06/11/2023	Draft Version 2
3	Elena M. Vercelli	A	08/11/2023	Draft Version 3
4	Elena M. Vercelli	A	14/11/2023	Final version integrated with reviewer's comments

\*Status indicates if:

- A - Author (including author of revised deliverable)
- C - Contributor
- IF – Internal Feedback (within the partner organization)

## 5 INTRODUCTION

The present document (**D7.2.2 – Report on Social Media Sites**) was drafted as part of NECTAR's Task 7.2 – *Development of dissemination and communication tools* in the framework of WP7.

As mentioned in D7.1.1. – Dissemination and Communication Plan, utilizing social media platforms, such as Twitter and LinkedIn, offers a cost-effective method to extend the reach of communication messages and promote broader engagement with the audience. The interactive features of these platforms (i.e. comments, reposts, retweets, likes, and group discussions) facilitate increased interaction from the community.

For this reason, as task leader, SI4Life set up, managed and continuously updated two project accounts on Twitter and LinkedIn based on the indications of the WP leader (RSCN) and the feedback from all other project partners about important NECTAR news. All social media engagement was overseen through coordinated efforts among project partners, involving tagging them in essential messages and encouraging them to further distribute the content across their social media accounts and other relevant channels, such as newsletters.

This report describes the social media sites adopted in the project for dissemination purposes and summarises the main results achieved with respect to the following success indicators: creation of at least two NECTAR social media accounts consistent with the project's visual identity and coherence with the project's primary communication tool, namely the NECTAR website<sup>1</sup>.

In addition to this **introduction**, the present document contains:

- a section showing the project logo used in both social media sites;
- two specific sections dedicated to the two social media sites (**7.1 TWITTER (X)** and **7.2 LINKEDIN**), their characteristics and published posts;
- a section on the partners' commitment to (re)share project information on their corporate or personal social media;
- a section on the Project leaflet and its promotion through social media;
- a conclusion and some annexes.

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<sup>1</sup> The NECTAR project website is available at <https://www.nectar-project.eu/> and its structure is described in D7.2.1.



## 6 LOGO

The project Alliance chose the project logo after considering various proposals and integrating different design elements. SI4Life designed the proposed logos with the specific aim of encapsulating the project's objectives.

As detailed in D 7.1.1 – Dissemination and Communication plan, the NECTAR logo was crafted to symbolize the fusion of gastro/food engineering with the goal of enhancing life quality through a high standard of health and nutrition. The logo incorporates a Chef's hat, signifying the preparation and engineering behind creating delicious, personally tailored, and nutritious meals, along with a Smiling Face, symbolizing contentment. The chosen colour scheme was selected to evoke a bright and airy ambiance.

The selected logo is depicted in Figure 1.



**Figure 1 NECTAR logo decided after 4 rounds of consultation.**

The layout of the social media accounts was designed to be consistent with this logo and the project's visual identity.

## 7 SOCIAL MEDIA SITES

In M4, NECTAR partners decided to set up two social media accounts, as foreseen by one of the success indicators in the project proposal. They agreed to open an account on Twitter (which is now known as X) and one on LinkedIn.

As a matter of fact, Twitter and LinkedIn are often considered effective social media platforms for disseminating a project due to several key reasons:

1. **Professional Networking:** LinkedIn is a platform primarily designed for professional networking. It allows for connections with industry professionals, experts, potential collaborators, and stakeholders, making it an ideal space to share project updates, news, and achievements. The platform's business-oriented nature makes it suitable for reaching a targeted audience interested in professional and industry-related content.
2. **Brevity and Quick Updates:** Twitter's character limit encourages concise and impactful messaging. This limitation forces users to craft short, snappy messages which can be great for sharing quick project updates, announcements, or linking to more comprehensive information on other platforms. It's a fast-paced platform, allowing for real-time updates and conversations.
3. **Global Reach and Viral Potential:** Both Twitter and LinkedIn have a global reach, enabling the dissemination of information to a wide audience. Twitter, in particular, has the potential for content to go viral quickly through retweets and shares, allowing information about the project to reach a broad spectrum of users beyond your immediate network.
4. **Engagement and Interaction:** Both platforms facilitate engagement through comments, retweets/shares, and likes. LinkedIn offers discussion groups where professionals can engage in conversations related to specific industries or topics, promoting interaction and sharing of project-related content.
5. **Professional Credibility:** LinkedIn, being a professional platform, can enhance the project's credibility and authenticity. Sharing updates, articles, or insights about the project on this platform can showcase expertise and knowledge within the field, potentially attracting a more serious and engaged audience.
6. **Analytics and Tracking:** Both platforms offer analytics tools to track engagement, reach, and demographics of the audience. This data can be invaluable in understanding which types of content resonate most with the audience, helping refine future communication strategies.

A detailed description of the accounts created in these platforms and the events that involved them is provided in sections 7.1 and 0.

The content of the posts and tweets was agreed together with RSCN, as WP7 leader, and the other project partners. For an overview of the main dissemination activities carried out with the NECTAR project website and social profiles, please refer to the table in Annex 2 of this document.

### 7.1 TWITTER (X)

Twitter (now known as **X**) is an online social media and networking platform. On X, registered users have the capability to share text, images, and videos. Additionally, users can engage in various actions such as "liking," retweeting, quoting posts, commenting, sending direct messages, making video and audio calls, bookmarking content, creating and joining lists, as well as participating in public communities.

#### 7.1.1 Account

The Twitter account was created in March 2021 by SI4Life, who constantly updated it throughout the duration of the project according to RSCN indications.

It is in line with the project visual identity and available to anyone who has a Twitter profile at this link: <https://twitter.com/ProjectNectar>. To mention the profile, it is necessary to use **@ProjectNectar**.



However, the displayed name of the account on the NECTAR project profile page is **NECTAR\_Project**.

Throughout the duration of the project, this account reached a total of 28 followers and published more than 28 posts. These numbers will increase given the intention to keep the focus on the project, its follow-up and future developments in terms of concrete sustainability.

Figure 2 shows the main features and information to be found on the NECTAR project Twitter profile.



Figure 2 NECTAR project Twitter (X) account

### 7.1.2 Tweets

As can be seen from the table in Annex 2, tweets were written and published on the occasion of the most important news and milestones concerning the NECTAR project. For example, the promotion of the pilot courses and project meetings, as well as the achievement of the most significant project outputs.

Below are some figures showing some of the most recent and relevant tweets in terms of view counts and engagement.



Figure 3: NECTAR tweet and update on the Final Conference



Figure 4: NECTAR tweet and update on the speakers of the Final Conference

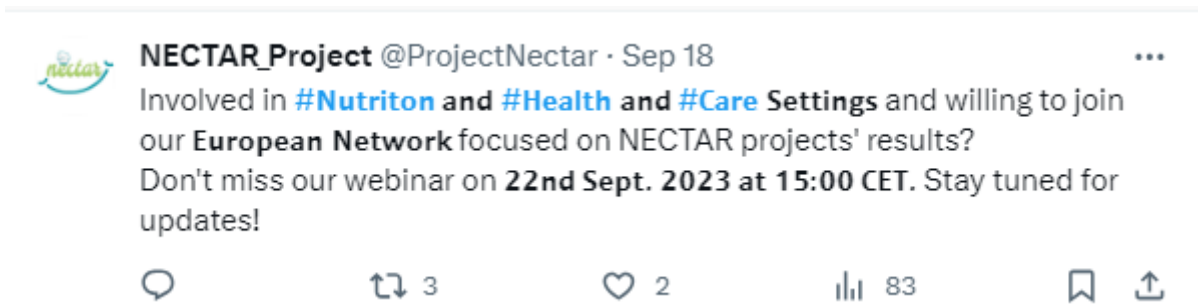


Figure 5: NECTAR tweet and update on the webinar of the project's future sustainability





Figure 6: NECTAR tweet and update on CGE students



## 7.2 LINKEDIN

LinkedIn is a social media platform designed for business and employment purposes, operating across both websites and mobile applications. It serves as a hub for professional networking and career advancement, enabling job seekers to showcase their resumes and employers to advertise job opportunities. LinkedIn provides a platform for its members, including both employees and employers, to establish profiles and build connections within an online social network, reflecting their real-world professional relationships.

### 7.2.1 Account

The LinkedIn account was created in March 2021 by SI4Life, who constantly updated it throughout the duration of the project according to RSCN indications.

However, the account created corresponded to a personal profile<sup>2</sup> and, in the autumn of 2022, the LinkedIn platform contacted the NECTAR project partnership to inform them that it was not possible to use a profile to represent a multi-personal entity such as a project as that type of account is only available to represent individuals. For this reason, the NECTAR account was considered to be in violation of the LinkedIn User Agreement and Professional Community Policies and had been restricted permanently. Then, SI4Life asked LinkedIn whether it was possible to convert the profile into a company page<sup>3</sup>, which is instead intended to represent an organisation, but the answer was negative, as the two types of accounts are two separate products and it is not possible to transfer content from one to the other. Therefore, in the end, the two parties agreed that the best solution was to create from scratch a new NECTAR project showcase page<sup>4</sup> dependent on SI4Life's LinkedIn corporate account. This showcase page was launched in November 2022 and SI4Life started publishing on it from the same period, always following the instructions of RSCN and the other partners.

Unfortunately, given this change, the data on the previous account was lost and could not be retrieved. Some information on the posts published in the previous account could be traced thanks to the table in Annex 2 and some internal partnership documents on the dissemination and communication activities of the project.

The current showcase page, as well as the previous account, is in line with the project visual identity and available to anyone who has a LinkedIn profile at this link: <https://www.linkedin.com/showcase/nectar-project-eu/>. To mention the profile, it is necessary to use **@NECTAR PROJECT**.

Figure 7 shows the main features and information to be found on the NECTAR project LinkedIn page.

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<sup>2</sup> LinkedIn personal profiles are professional landing pages for users to manage their own, personal brand. Users can use them to tell people who they are and what they do by displaying a general history of their professional experiences and achievements. This text was adapted from **Your LinkedIn Profile** at this link: <https://www.linkedin.com/help/linkedin/answer/a564064?lang=en-US>

<sup>3</sup> A LinkedIn Page allows users to represent their organization on LinkedIn. Pages can help LinkedIn members learn about their business, brand, products and services, and job opportunities. This text was adapted from **Create a LinkedIn Page** at this link: <https://www.linkedin.com/help/linkedin/answer/a543852?lang=en-US>

<sup>4</sup> Showcase Pages are extensions of LinkedIn Pages, designed to spotlight individual brands, business units and initiatives. This text was adapted from **Showcase Pages** at this link: <https://business.linkedin.com/marketing-solutions/linkedin-pages/showcase-pages>



## NECTAR PROJECT

aN Eu Curriculum for Chef gasTro-engineering in primAry food caRe

Higher Education · 32 followers



Serena & 4 other connections follow this page

✓ Following

Visit website

More

Home

About

Posts

### About

The promotion of **Active and Healthy Ageing (AHA)** at all age of life is a “worldwide” key point of **public health strategy**. Many EU and regional policies recognized nutrition as key element for all citizens’ AHA, in a **lifelong care approach**. WHO and evidence-based research point out that malnutrition should be tackled through an International common structured approach, based on the integration of different care levels and managed by inter-professional teams. In this context, a skilled public health workforce, delivering high-quality nutrition services in health care settings, is needed.

**NECTAR** addresses a mismatch which has been identified between the skills currently offered by cooks and chefs working in hospitals, residential care and homecare and those actually demanded by healthcare institutions, private service providers and final end users in order to play a pivotal role in Primary Food Care (PFC).

Based on a “culinary/ clinical integrated approach”, **NECTAR** will deliver an EU Occupational Profile for **Chef Gastro Engineering (CGE)** and an EU Curriculum for the certification of this profile. The CGE will be an innovative and pivotal figure in PFC, skilled on food management and kitchens coordination, addressing end-users need such as teste deteriorations/ alterations, swallowing and chewing problems, personalizing recipes and cooking processes; CGE will be have the technical skills to use various ICT tools for older adults home monitoring and personalization of care.

CGE Curriculum will be an European, innovative, learning outcome-oriented and modular one. Thanks to its flexibility and modularity, the Curriculum could be instantiated in national Curricula, considering local and contextual constraints. The Curriculum will be tested through 5 pilots courses delivered in Belgium, Portugal, Austria and Italy. NECTAR Alliance includes 12 partners from 4 Countries.

Figure 7: NECTAR project LinkedIn showcase page



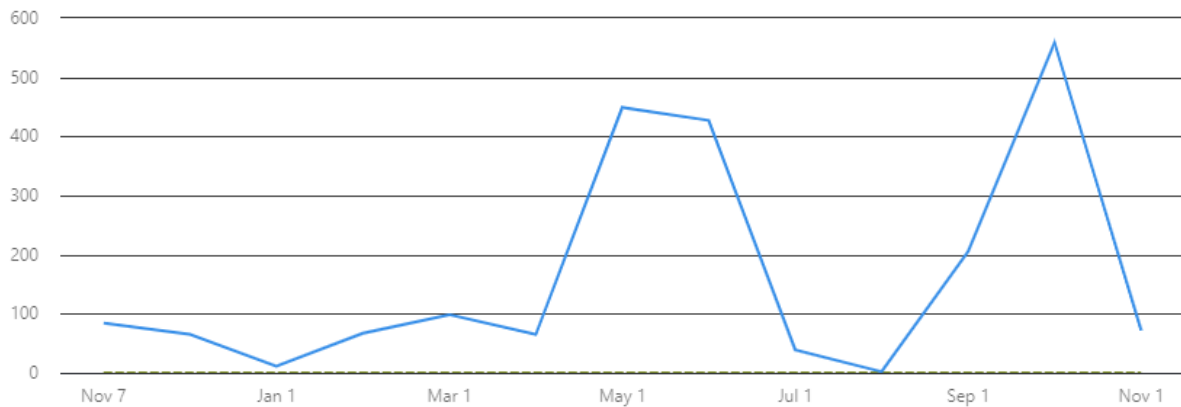
## Deliverable 7.2.2 – Report on Social Media Sites

Since its birthdate, this page reached a total of 32 followers and published more than 26 posts. These numbers will increase given the intention to keep the focus on the project, its follow-up and future developments in terms of concrete sustainability.

Below are the metrics relating to post impressions in the year of the page's existence. In general, the results are satisfactory, with peaks at the page's busiest times. In particular, these peaks coincide with May and October 2023, when the last project meeting in Graz and the final conference in Ghent were organised, respectively.

### Metrics

#### Impressions ▾



✓	Organic	2,142
✓	Sponsored	0

## 7.2.2 Posts

As can be seen from the table in Annex 2, posts were written and published on the occasion of the most important news and milestones concerning the NECTAR project.

Below are some figures showing some of the most significant posts in terms of impressions and engagement.



**NECTAR PROJECT**  
32 followers  
6mo • 🌐

16 chefs/cooks in Graz are participating on the NECTAR programme for Chefs/Cooks working in an integrated health and care setting. The first part of their final exam will be in mid-May and we wish them every success. #Nutriti ...see more

11 likes • 1 repost

Like Comment Repost

Be the first to comment on this

Organic impressions: 101 Impressions Show stats

**Figure 8: NECTAR post and update on the Austrian pilot in Graz**





**NECTAR PROJECT**  
32 followers  
1yr • 🌱

NECTAR promoted at Convivio Mediterraneo.  
NECTAR engages with local and national stakeholders in Campania and Italy to promote the concepts and values behind the project, and the emerging ...see more

**Agenda of Consortium Meeting**  
16-18 NOV 2022

Thursday **17 NOV**  
discover the program

**10:00 - 12:30 PILOT COURSE MEETING**

**INSTITUTIONAL GREETINGS**  
AMALIA MASCOLO - Headmaster of San Paolo Polyspecialistic High School  
ARMIDA FILIPPELLI - Assessor of Department of Professional Training of Campania Region  
ANIELLO SAVARESE - ITS BACT Foundation

**PANEL DISCUSSION**  
Delegates of the partner countries about the Nectar project and pilot course

**LUNCH**

**15:00 - 17:00 NECTAR PROJECT - INTERNATIONAL SESSION**  
The value of the biocultural diversity of the Mediterranean Diet. New skills and new jobs for sustainable: a smart and inclusive approach to health. Dissemination of NECTAR Project

**WORKSHOP**  
welcome and introduction  
GERARDO DE PAOLA - Campania Region  
MARIA PIA PONTICELLI - ITS BACT Foundation  
facilitator  
MADDALENA ILLARIO - Federico II University & Hospital & RSCN  
speakers  
GIUSEPPE AVERSA - Chef of the Restaurant "Il Buco", "Innovative approaches to cooking for primary nutritional interventions"  
BART GEURDEN - University of Antwerp "The knowledge gap in chef's training"  
ANNA MARIA COLAO - Federico II University Dept of Clinical Medicine "Tailoring the nutritional approach to the health settings"  
FRANCESCO ESPOSITO - Department of Public Health "The relevance of food safety for primary food care"  
RAFFAELE SACCHI - Department of Agricultural Sciences "Gastroonomy opportunities to balance nutritional and sensory needs"  
Q&A session

**ROUND TABLE**  
facilitator  
JOHN FARRELL - RSCN  
Nectar Project intro video  
speakers  
ANTONIO LIMONE / BART GEURDEN / CARMELA VALLONE  
FILIPPO DI MAIO / UMBERTO PAGANO / SERENA ALVINO  
"The NECTAR response to address food & nutritional needs in public health"

**17:00 - 19:00 CONVIVIO MEDITERRANEO - ITALIAN SESSION**  
How to preserve the popular and food culture of the societies both the two sides of the Mediterranean Sea, and how to reproduce the value and essences of the Mediterranean Diet in the countries of Central and Northern Europe

**CONFERENCE**  
Institutional greetings  
ANIELLO SAVARESE - ITS BACT Foundation  
facilitator  
EMANUELA DI MARINO - ITS BACT Foundation delegate for the NECTAR project  
speakers  
GIUSEPPE AVERSA - Chef Il Buco a Sorrento  
FILIPPO DI MAIO - Teacher of San Paolo High School  
ANIELLO DI VUOLO - President of Quality Control Institute ICG MIACCP  
COSTANZO IACCARINO - President of Federaorgh Parosola Sorrentina  
ANTONIO LIMONE - General Manager of Experimental Zooprophyetic Institute of Southern Italy  
RAFFAELE SACCHI - Full Professor of Food Science Department of Agriculture - Federico II University  
GIOVANNI VARCASIA - ASL - Regional Reference Center for safety of public and collective catering and Traditional Agri-food products

**20:00 - 21:30 MEDITERRANEAN DINNER**

**DINNER**  
DINNER WITH TYPICAL LOCAL PRODUCTS OF THE MEDITERRANEAN DIET  
organized by Kitchen brigade of SAN PAOLO HIGH SCHOOL - chef executive DANILO DI VUOLO

6 4 reposts

Like Comment Repost

Be the first to comment on this

Organic impressions: 87 Impressions Show stats

Figure 9: NECTAR post and update on the Convivio Mediterraneo (Sorrento, November 2022)

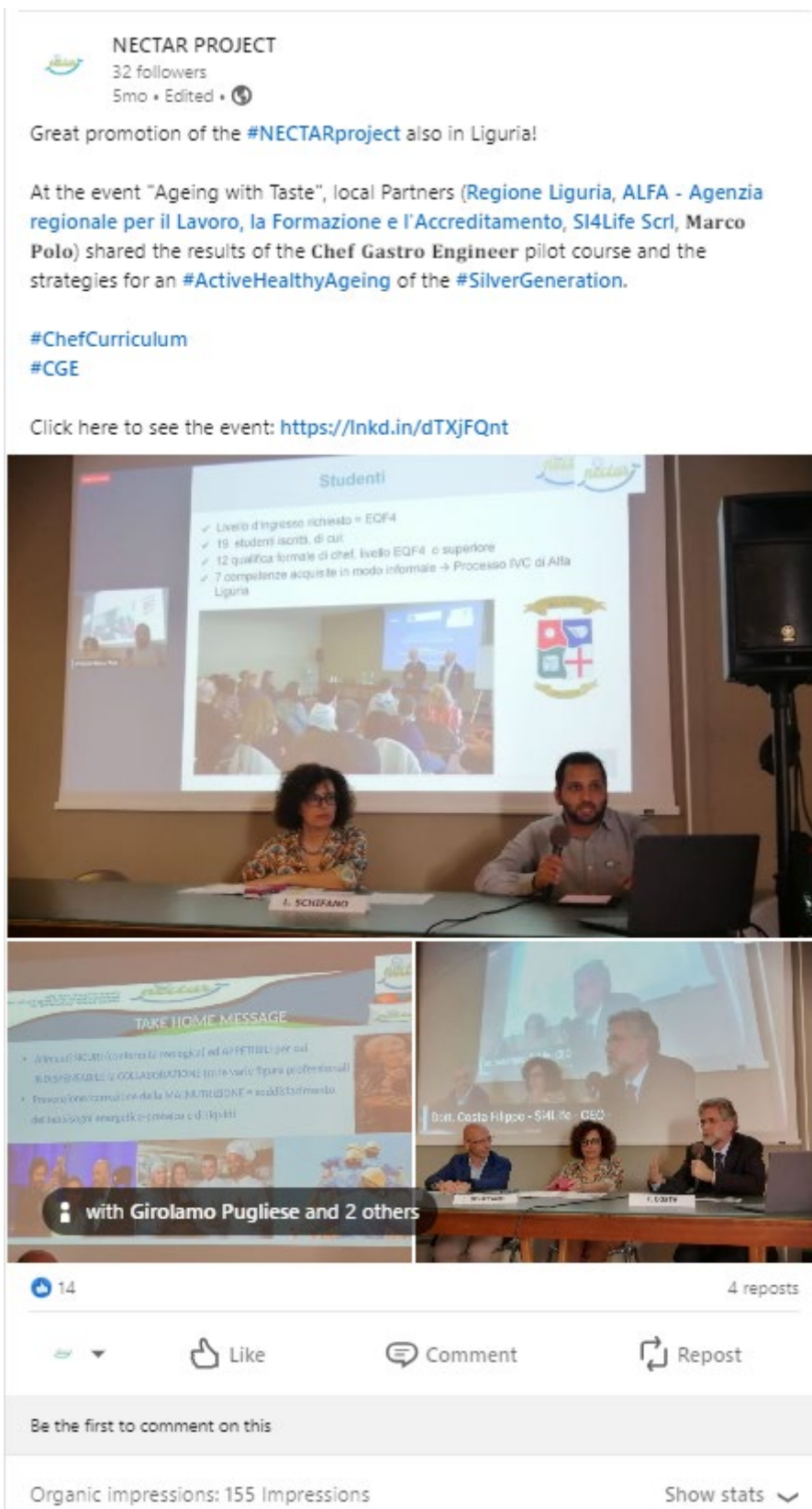
**NECTAR PROJECT**  
32 followers  
5mo • Edited •

Great promotion of the **#NECTARproject** also in Liguria!

At the event "Ageing with Taste", local Partners (**Regione Liguria, ALFA - Agenzia regionale per il Lavoro, la Formazione e l'Accreditamento, SI4Life Srl, Marco Polo**) shared the results of the **Chef Gastro Engineer** pilot course and the strategies for an **#ActiveHealthyAgeing** of the **#SilverGeneration**.

**#ChefCurriculum**  
**#CGE**

Click here to see the event: <https://lnkd.in/dTXjFQnt>



**Studenti**

- ✓ Livello d'ingresso richiesto = EQF4
- ✓ 19 studenti iscritti, di cui
- ✓ 12 qualifica formale di chef, livello EQF4 o superiore
- ✓ 7 competenze acquisite in modo informale → Processo IVC di Alia Liguria

**TAKE HOME MESSAGE**

- Alleanza SICURI/contenuti migliori ad ALFETRU per cui
- DISPONIBILI a COLLABORAZIONE in tre varie figure professionali
- Prossimo incontro con la MARCHIONNE = scollamento
- dei tessuti energetico-primari e d'Alia

with **Girolamo Pugliese** and 2 others

14 likes 4 reposts

Like Comment Repost

Be the first to comment on this

Organic impressions: 155 Impressions Show stats

Figure 10: NECTAR post and update on the “Ageing with taste” event in Liguria

**NECTAR PROJECT**  
32 followers  
1w • 🌐

Last week #NECTAR partners joined together for the Final Conference and for the last Consortium meeting.

It was great to listen to the valuable contributions of our speakers, who focused on the Importance of Food and Nutrition to Patients and Older Adults, Funding Models for Food and Nutrition in Health and Care Settings and European Food and Nutrition Initiatives ([Anne-Kathrin Illner](#), [Maddalena Illario](#), Karin Schindler)

We still have work to do before the official end of the project, but NECTAR partnership won't end! Partners decided to look for higher challenges, by establishing a NECTAR Network for Cooperation and Mobility (NNCM) and deciding to open this commitment also to external stakeholders.

Willing to know more? Follow us to be updated!



Irene Carbone and 9 others

2 reposts

👍 Like
💬 Comment
🔄 Repost

Be the first to comment on this

Organic impressions: 72 Impressions Show stats

Figure 11: NECTAR post and update on the Final Conference (19<sup>th</sup> October 2023)





## 7.3 PARTNERS' SOCIAL MEDIA

As described in D7.1.1. – Dissemination and Communication Plan, under the coordination of SI4Life (task leader) and RSCN (WP7 leader), project partners divided their efforts equally to increase social media engagement. Therefore, whenever possible, partners and project accounts tagged each other in posts and the former were encouraged to further distribute content through their social media accounts and other relevant channels, such as newsletters.

The partners' corporate and personal accounts/profiles were used to disseminate and promote NECTAR and its updates throughout the project. All project partners were asked to share relevant updates and identify content that could be useful for social media updates. Users and followers were encouraged to actively engage in the conversation about NECTAR through these social media channels.

When posting on social media the following rules could be applied:

- @ Mention a person or persons, name(s) wherever possible.
- Suitable hashtags to be used were #nectarproject #GGE #Gastroengineering (plus selected #s for each of the social media campaigns).
- Include an image or link to enrich each post.

Below are some figures of some significant posts on NECTAR shared by project partners on their own social media accounts, including Facebook, Instagram and YouTube, as well as the above-mentioned LinkedIn and Twitter (X). A virtuous example is the video series published by ITS BACT on interviews with Chef Gastro-Engineering professionals<sup>5</sup> (see, for instance, Figure 12 and Figure 13).

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<sup>5</sup> The videos can be viewed on the ITS BACT Connect YouTube channel: <https://www.youtube.com/@itsbactconnect>



Figure 12: Post advertising one of the CGE interviews on the LinkedIn company page of ITS BACT



**ITS BACT** • Following  
Istituto Tecnico Superiore per Tecnologie Innovative per i Beni e le ...  
6mo • 🌐

**Dieta Mediterranea e Cucina Salutistica: l'elisir di lunga vita**  
Scopri la nuova figura europea del **Gastro Engineer** con la clip della nostra intervista al Direttore dell'Istituto Zooprofilattico Sperimentale del Mezzogiorno, Antonio Limone, docente del nostro corso di Chef di Cucina Salutistica [NECTAR PROJECT](#)

**Mediterranean Diet and Healthy Cuisine: the elixir of life**  
Discover the new European figure of the **Gastro Engineer** through the clip of our interview with the Director of the Istituto Zooprofilattico Sperimentale del Mezzogiorno, Antonio Limone, teacher of our course "Chef di Cucina Salutistica"

#healty #food #cooking #chef #eat #selflove #bio #healtyfood #lifestyle #diet #eatclean #foodie #foodlover #nutrition #wellness #wellbeing #healthyliving #green #nature #sustainability #sustainable #assistance #help #care #medicaldevice #europe #italiancooking #agriculture #primalcare

[See translation](#)


**NECTAR - L'INTERVISTA**  
**ANTONIO LIMONE**  
La Cucina Salutistica e la Dieta Mediterranea

Chef Cucina Salutistica, scopri il corso con l'intervista a Limone, di...  
[youtube.com](#)

👍 3 1 repost

Figure 13: Post advertising one of the CGE interviews on the LinkedIn company page of ITS BACT



Figure 14: Post about Convivio Mediterraneo on the LinkedIn company page of RSCN





Trailer "Chefs in future integrated health care" | iMooX.at



Trailer "Chefs in future integrated health care" | iMooX.at

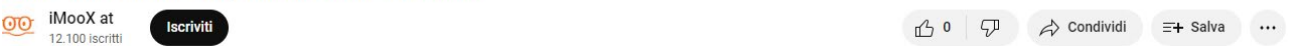


Figure 15: Frames taken from the Trailer “Chefs in future integrated care” published and created by MUG on iMooX

## 8 PROJECT LEAFLET: PROMOTION ON SOCIAL MEDIA

Another success indicator identified in the NECTAR project proposal was the production of a **project leaflet** in English and in other project languages (Italian, German, Portuguese and Dutch). This leaflet was produced in M6 and contained basic information about the project and how to engage with it. SI4LIFE, as Task leader, provided the content in English and took care of the design and layout. The leaflet was then translated by each project partner into their local languages.

The final version of the English leaflet can be consulted below (Figure 16 and Figure 17).

Once finished, the flyer was shared on the website and social media, as can be seen from the table in Annex 2 and in the images below (Figure 18 and Figure 19).

Versions of the flyer in the other project languages are available in the internal area shared by project partners and were used for the promotion of local dissemination and communication events. For instance, the Italian brochure (Figure 20 and Figure 21) was used during the Orientamenti Fair, a large annual national event on orientation, training and work in Liguria.



**aN Eu Curriculum  
for chef gasTro-engineering  
in primAry food caRe**

**CONTEXT**

The promotion of active and healthy ageing throughout the "whole life course" is a key objective of national public health strategies. Demographic change resulting from people living longer has placed additional demands on both health and social care systems, and those that support them. Governments and Health and Care providers increasingly recognise the need for robust health promotion strategies supporting a range of interventions and initiatives to prevent, or defer, age related conditions and diseases hindering functionality and independent living. Within this context high quality, tasty and safe food have demonstrated to be effective strategies in addressing malnutrition, sarcopenia and frailty and thus improving a person's quality of life and preventing older adults from morbidity, and disability.

The quality, taste and flavour of food influences a patient or older adult's nutritional intake as well as their quality of life. This is a key consideration for hospitals and residential aged care settings, since they have to align a range of factors to ensure the patient receives proper nutrition. These include: the person's age; their disease related illnesses; quality and nutritional value of the food served; and the taste and food service provided.

Numerous studies have reported that meal quality can influence a person's level of consumption.

Consequently, the meals offered should satisfy standards of quality as well as providing individual nutritional requirements, taking food preferences and individual problems with food intake into account.

Addressing malnutrition and ensuring the availability of high quality, tasty and safe food is made more challenging because:

- most cooks and chefs are not specialized in Primary Food Care (PFC) and show a gap in job-specific skills such as nutritional physiology, and ICT and engineering applied to food
- existing curricula for the specialization of chefs in PFC are designed and delivered under local initiatives and don't refer to a formalized EU Occupational Profile for Chefs and Cooks working in a health and care setting based on WHO and EU policy recommendations;
- policy makers, institutional stakeholders, private and public healthcare providers, Vocational Education Training providers and certification bodies need guidance, time and funding for investing in an integrated culinary/clinical approach. The NECTAR project will address this mismatch between the skills currently offered by cooks and chefs working in hospitals, residential care and homecare and those actually demanded by healthcare institutions, private service providers and final end users.

**ABOUT US**

The NECTAR project evolved within the European Innovation Partnership on AHA (EIP on AHA) where several partners were already addressing ways to tackle malnutrition in older adults and had identified investment in Chef Gastro-Engineering (CGE) training as a priority area. The Sector Skills Alliance NECTAR was created to address the identified skill gap by:

- contributing to the relevant skills for employment by equipping chefs and cooks with hard, soft and transversal skills;
- interlocking activities of learning design, development and delivery and consensus building toward certification and recognition;
- applying common tools and principles to learning design

and development, as well as on competence framework drafting, by applying EQF principles;

- applying common standards and principles for quality assurance;
- promoting work-based learning;
- contributing to open and innovative education and training by delivering the curriculum as an open educational resource;
- promoting mobility, by delivering a common curriculum and by setting the basis for its certification and recognition across Europe;
- contributing to a better European understanding of Chef Gastro-Engineering tasks and competences by evaluating and further developing ESCO occupation profiles.

Figure 16: NECTAR leaflet page 1 (English version)



## PARTNERSHIP

**Project coordinator:** Odisee vzw (Belgium)

**VET providers & Adult education:**

Santa Casa Da misericordia de Albufeira (Portugal)

Universidade Do Algarve (Portugal)

IPSSAR Marco Polo (Italy)

Fondazione ITS-BACT (Italy)

Medizinische Universität Graz (Austria)

**Public Bodies:**

Regione Liguria (Italy) | Regione Campania (Italy)

**Non-governmental organisation/association:**

EIP-AHA Reference Sites Collaborative Network (Belgium)

**SME:**

SI4Life (Italy) | Wiener Institut für Arbeitsmarkt- und Bildungsforschung (Austria)

**Labour market representatives :**

Wirtschaftskammer Steiermark (Austria)

**Associated partners:**

Netherlands: Vitalis Group | Tantelouise | Zorgwaard

Belgium: Van Rhay cvba Center for Gastrology | ILVO | Primary VZW

Denmark: The Copenhagen Professionshøjskole

Italy: ALISA - Azienda Ligure Sanitaria | ALFA – Azienda regionale per il Lavoro, la Formazione e l'Accreditamento

## TAKING FORWARD THE PROJECT

NECTAR's objectives will be pursued through the following ACTIVITIES.

- **An Occupational Profile (OP)** for CGE will be defined, as the EU benchmark for Vocational Education Training of chefs in Primary Food Care.
- Existing research evidence on chefs' skills needs will be integrated, in order to make the OP as adherent as possible to the current (and future) working and occupational contexts for CGE. The OP will be informed by ESCO and EU Skills Panorama and will be compliant with ECVET, so that the OP will allow the 'translation of skill needs into a European, innovative, learning outcome-oriented modular VET Curriculum for CGE. The flexibility and modularity, of the Curriculum will allow it to be integrated in national Curricula, taking account of regional contexts.
- **Specific Guidelines** will be produced to provide VET designers with instructions on how to integrate the EU Curriculum in their region.
- An **iterative process of evaluation** will be carried out

to validate and improve the European Curriculum and the Guidelines: progressive feedback will be collected from different stakeholders and validation will be undertaken in 5 pilot regions in Belgium, Portugal, Austria and Italy.

- **ICT tools, Open Contents and further guidelines** will be provided for VET trainers and teachers to facilitate the effective implementation of the curricula.
- A **scaling-up strategy** to facilitate the transfer and exploitation of project results in partner regions and countries, and across Europe.
- Project results will be disseminated to key stakeholders, including policy makers, VET providers, etc. To improve understanding and support decision-making.
- A **Memorandum of Understanding (MoU)**, setting out the framework for the CGE Curriculum credit transfer will be signed by all partner regions and others outside the project.

## VALIDATING NECTAR

The Curriculum will be tested and validated through CGE training courses in 5 pilots regions in Belgium, Portugal, Austria and Italy. Two regions will offer the curriculum at EQF5 level (Belgium and Campania) and three (Portugal, Austria and Liguria) will provide it at EQF4 level. Validation of prior learning processes will be undertaken in each pilot region over an 8 month period and will be delivered to 20 to 60 students depending on the region. Students will undertake between 750 to 1000 hours learning which will include attendance in classes, e-learning, work-based learning and other innovative learning methods. Each pilot region will award a certificate for the Chef Gastro Engineering (CGE) qualification.

## HOW TO JOIN US

If you would like to learn more about the project, its progress, and results, please follow us on

[www.nectar-project.eu](http://www.nectar-project.eu)

or on social media channels



Also if you would like to be kept informed about the project please register at

[www.nectar-project.eu/contact-us](http://www.nectar-project.eu/contact-us)



Figure 17: NECTAR leaflet page 2 (English version)





# NECTAR LEAFLET



The **NECTAR Leaflet** is now available for download! The Leaflet provides a quick overview about our project, the objective and the partnership in a more sharable way.  
Click on the link to download it [NECTAR\\_brochure2021](#).

Publicato Ottobre 5, 2021 Di [si4lifeadm](#)  
Categorie: [NEWS](#)

Figure 18: Post to advertise and promote the project leaflet on the NECTAR website



Figure 19: Post to advertise and promote the project leaflet on the NECTAR Twitter (X) account



## aN Eu Curriculum for chef gasTro-engineering in primAry food caRe



### CONTESTO

La promozione dell'invecchiamento attivo e in buona salute lungo tutto il corso della vita è un obiettivo chiave delle strategie nazionali in materia di salute pubblica. I cambiamenti demografici derivanti dall'allungamento della vita pongono ulteriori sfide ai sistemi sanitari e di assistenza sociale e a coloro che li supportano. I Governi e i fornitori di servizi sanitari e assistenziali sono sempre più consapevoli della necessità di solide strategie di promozione della salute a sostegno di uno spettro di interventi e iniziative volte a prevenire, o ritardare, le condizioni legate all'età e le malattie che impediscono la funzionalità e lo svolgimento di una vita indipendente. In questo contesto, alimenti di qualità, saporiti e sani costituiscono un'efficace strategia per affrontare la malnutrizione, la sarcopenia e la fragilità migliorando così la qualità di vita delle persone e prevenendo la morbilità e la disabilità negli anziani.

La qualità, il gusto e l'aroma del cibo influenzano il consumo nutrizionale del paziente o dell'anziano, così come la qualità della sua vita. Si tratta di una considerazione fondamentale per gli ospedali e le strutture residenziali per anziani, poiché devono allineare una serie di fattori per assicurare che i pazienti ricevano un'alimentazione adeguata. Questi fattori includono l'età della persona, le sue patologie, la qualità e il valore nutrizionale del cibo servito, il gusto e il servizio di ristorazione offerto.

Numerosi studi testimoniano che la qualità del pasto può influenzare il livello di consumo di una persona.

Di conseguenza, i pasti offerti devono soddisfare gli standard di qualità e i requisiti nutrizionali individuali, tenendo conto delle preferenze alimentari e dei problemi individuali di assunzione del cibo.

Affrontare la malnutrizione e assicurare la disponibilità di cibo di qualità, saporito e sano è una sfida ancora più grande in quanto:

- La maggior parte dei cuochi e degli chef non è specializzata in Ristorazione Protetta (RP) e presenta un gap di competenze specifiche come la fisiologia della nutrizione, le ICT e l'ingegneria applicata all'alimentazione;
- I curricula esistenti per la specializzazione degli chef nella RP sono stati progettati e erogati nell'ambito di iniziative locali e non fanno riferimento a un profilo occupazionale europeo formalizzato per Chef e Cuochi che lavorano in ambito sanitario e assistenziale, basato su raccomandazioni dell'Organizzazione Mondiale della Sanità o della Comunità Europea;
- I legislatori, gli stakeholder istituzionali, i fornitori di servizi sanitari pubblici e privati, gli enti di formazione professionale e gli enti certificatori necessitano di indicazioni, di tempo e di fondi per investire in un approccio culinario/clinico integrato. Il progetto NECTAR affronterà questo sfasamento tra le competenze attualmente offerte dai cuochi e dagli chef che lavorano negli ospedali e nell'assistenza residenziale e a domicilio e quelle effettivamente richieste dalle istituzioni sanitarie, dai fornitori di servizi privati e dagli utenti finali.

### IL PROGETTO

Il progetto NECTAR si è sviluppato nell'ambito della European Innovation Partnership on AHA (EIP on AHA), in cui diversi partner stavano già affrontando il problema della malnutrizione negli anziani e avevano identificato gli investimenti nella formazione di Chef Gastro-Engineer come un'area prioritaria. L'alleanza per le abilità settoriali NECTAR è stata creata per colmare il deficit di competenze individuato tramite:

- Contribuire alle competenze rilevanti per l'occupazione dotando gli chef e i cuochi di competenze hard, soft e trasversali;
- Attività interconnesse di progettazione, sviluppo e erogazione dell'apprendimento e costruzione del consenso verso la certificazione e il riconoscimento;
- Applicare strumenti e principi comuni alla progettazione e allo sviluppo dell'apprendimento, nonché alla stesura del framework delle competenze, applicando i principi EQF;

- Applicare standard e principi comuni per il controllo di qualità;
- Promuovere l'apprendimento basato sul lavoro;
- Contribuire a un'istruzione e a una formazione aperte e innovative fornendo il curriculum come risorsa educativa aperta;
- Promuovere la mobilità fornendo un curriculum comune, gettando le basi per la sua certificazione e il suo riconoscimento a livello europeo;
- Contribuire a una migliore comprensione europea dei compiti e delle competenze dello Chef Gastro Engineer valutando e sviluppando ulteriormente i profili occupazionali ESCO.

Figure 20: NECTAR leaflet page 1 (Italian version)



## I PARTNER

**Coordinatore di Progetto:** Odisee vzw (Belgio)

**Enti di Formazione e per l'Educazione degli Adulti:**

Santa Casa da Misericordia e Albufeira (Portogallo)  
 Universidade do Algarve (Portogallo)  
 IPSSAR Marco Polo (Italia)  
 Fondazione ITS-BACT (Italia)  
 Medizinische Universität Graz (Austria)

**Enti Pubblici:**

Regione Liguria (Italia) | Regione Campania (Italia)

**Organizzazioni non governative / associazioni:**

EIP-AHA Reference Sites Collaborative Network (Belgio)

**PMI:**

SI4Life (Italia) | Wiener Institut für Arbeitsmarkt- und Bildforschung (Austria)

**Rappresentanti del mercato del lavoro:**

Wirtschaftskammer Steiermark (Austria)

**Partner associati:**

Paesi Bassi: Vitalis Group | Tantelouise | Zorgwaard  
 Belgio: Van Rhay cvba Center for Gastrology | ILVO | Primary VZW  
 Danimarca: Thw Copenhagen Professionsejskole  
 Italia: ALISA – Azienda Ligure Sanitaria | ALFA – Azienda regionale per il Lavoro, la Formazione e l'Accreditamento

## IMPLEMENTAZIONE DEL PROGETTO

Gli obiettivi del progetto saranno perseguiti attraverso le seguenti ATTIVITÀ:

- Definizione di un **Profilo Occupazionale (PO)** per il CGE come standard di riferimento per la formazione professionale degli chef nella Ristorazione Protetta;
- Integrazione dei risultati della ricerca esistenti sui fabbisogni di competenze degli chef, al fine di rendere il PO quanto più aderente possibile ai contesti occupazionali e lavorativi presenti (e futuri) per il CGE. Il PO sarà informato da ESCO e da EU Skills Panorama e sarà conforme all'ECVET, in modo da consentire la "traduzione dei fabbisogni di competenze in un Curriculum VET modulare europeo, innovativo e orientato ai risultati di apprendimento per il CGE. La flessibilità e la modularità del Curriculum consentiranno di integrarlo nei Curricula nazionali, tenendo conto dei contesti regionali;
- Linee Guida specifiche saranno rese disponibili per dare ai progettisti dell'istruzione e della formazione professionale indicazioni su come integrare il curriculum europeo a livello regionale;

- Un **processo iterativo di valutazione** sarà eseguito per convalidare e migliorare il Curriculum europeo e le Linee Guida: saranno raccolti feedback progressivi da cinque stakeholder e la convalida sarà effettuata in 5 regioni pilota in **Belgio, Portogallo, Austria e Italia**;
- Verranno forniti **strumenti ICT, Open Contents e ulteriori Linee Guida** per i formatori e gli insegnanti dell'istruzione e formazione professionale per facilitare l'effettiva implementazione dei curricula;
- Una **strategia di scaling-up** per aiutare il trasferimento e lo sfruttamento dei risultati di progetto nelle regioni e nei paesi partner e in tutta Europa;
- I risultati di progetto saranno diffusi ai principali stakeholder, compresi gli enti legislativi, gli enti di formazione professionale, ecc. per migliorare la comprensione e sostenere il processo decisionale;
- Un **Memorandum of Understanding (MoU)**, che delinea il quadro di riferimento per il trasferimento dei crediti del curriculum CGE, verrà firmato da tutte le regioni partner e da altri soggetti esterni al progetto.

## VALIDAZIONE DINECTAR

Il curriculum sarà testato e validato attraverso corsi di formazione in 5 regioni pilota situate in Belgio, Portogallo, Austria e Italia (Liguria e Campania). Quattro regioni offriranno il curriculum al livello EQF5 (Austria, Belgio, Campania e Liguria) e una (Portogallo) al livello EQF4. La convalida delle competenze acquisite sarà effettuata in ogni regione pilota nell'arco di 8 mesi e sarà fornita a 20-60 studenti secondo la regione. Gli studenti svolgeranno tra le 750 e le 1000 ore di apprendimento che comprenderanno la frequenza alle lezioni in classe, moduli e-learning, apprendimento sul lavoro e altri sistemi di apprendimento innovativi. Ogni regione pilota fornirà un certificato per la qualifica CGE.

## PER UNIRTI A NOI

Se desideri maggiori informazioni sul progetto, i suoi progressi e i suoi risultati, seguitemi su

[www.nectar-project.eu](http://www.nectar-project.eu)

o sui canali social



Inoltre, se desiderate essere informati sul progetto, potete registrarvi sul sito

[www.nectar-project.eu/contact-us](http://www.nectar-project.eu/contact-us)



Figure 21: NECTAR leaflet page 2 (Italian version)



## 9 CONCLUSION

This document presented the two main accounts on social media platforms that were created to communicate and disseminate the results achieved by the NECTAR project. These accounts, created on LinkedIn and Twitter (X) and managed by SI4Life (task leader) according to the guidance of RSCN (WP7 leader) and the advice of other partners, proved to be useful tools in disseminating information about NECTAR and met the success indicator of creating at least two social media sites. Both accounts were in line with the visual identity of the project, as well as with the main communication tool, namely the NECTAR website.

In addition, these accounts were supported by interaction with personal and corporate social profiles of all project partners, as well as by other communication channels (YouTube, newsletters...), which re-shared information and updates throughout the duration of NECTAR.

Furthermore, the production and promotion on social media of the project leaflet led to the satisfaction of another success indicator in task 7.2 (T7.2)

Thus, it can be said that the goal of T7.2 was successfully achieved and that the social media sites will probably be maintained, given the partnership's intention to continue to call attention to the project, its follow-up and future developments in terms of concrete sustainability.



## 10 REFERENCES

Create a LinkedIn Page - <https://www.linkedin.com/help/linkedin/answer/a543852?lang=en-US>

NECTAR PROJECT showcase page on LinkedIn - <https://www.linkedin.com/showcase/nectar-project-eu/>

NECTAR PROJECT Twitter (X) account - <https://twitter.com/ProjectNectar>

NECTAR PROJECT website - <https://www.nectar-project.eu/>

Showcase Pages - <https://business.linkedin.com/marketing-solutions/linkedin-pages/showcase-pages>

Your LinkedIn Profile - <https://www.linkedin.com/help/linkedin/answer/a564064?lang=en-US>

YouTube – ITS BACT Connect - <https://www.youtube.com/@itsbactconnect>

YouTube – Trailer “Chefs in future integrated health care” – iMooX.at - [https://www.youtube.com/watch?v=q9-FI6MvTrg&list=PLhy2nHJciTEDJQfl6oo4K-6FYt\\_dOajcw](https://www.youtube.com/watch?v=q9-FI6MvTrg&list=PLhy2nHJciTEDJQfl6oo4K-6FYt_dOajcw)



## ANNEX 1 – QUALITY CONTROL CHECK LIST

Quality Control Check	
<b>Generic Minimum Quality Standards</b>	
Document Summary provided (with adequate synopsis of contents)	x
Compliant with NECTAR format standards (including all relevant Logos and EU-disclaimer)	x
Language, grammar and spelling acceptable	x
Objectives of the application form covered	x
Work deliverable relates to adequately covered	x
Quality of text is acceptable (organisation and structure, diagrams, readability)	x
Comprehensiveness is acceptable (no missing sections, missing references, unexplained arguments)	x
Usability is acceptable (deliverable provides clear information in a form that is useful to the reader)	x
<b>Deliverable specific quality criteria</b>	
Deliverable meets the 'acceptance Criteria' set out in the Quality Register:	x
<b>Checklist completed and deliverable approved by</b>	
Name: Silvia Bossio Date: 14/11/2023	



## ANNEX 2 – Table of online dissemination activities

POST PUBLICATION	SUBJECT	Linkedin	Twitter	NECTAR website
03/11/2023	Some additional pics from the NECTAR PROJECT final conference (repost of ITS BACT post)	X		
25/10/2023	Wrap up post on Final Conference with pictures of speakers and team! Mentioned the high challenge of MoU	X		X
19/10/2023	NECTAR Final Conference - post from RSCN shared	X	X	
18/10/2023	#RoadToNectarFC - Promoting Final Conference in Ghent, Belgium @Odisee Campus	X	X	
17/10/2023	#RoadToNectarFC - Promoting Final Conference in Ghent, Belgium (contribution of Serena Alvino, Roberta Ferrara)	X	X	
12/10/2023	#RoadToNectarFC - Promoting Final Conference in Ghent, Belgium (contribution of Maddalena Illario)	X	X	
03/10/2023	#RoadToNectarFC - Promoting Final Conference in Ghent, Belgium (contribution of Anne-Kathrin Illner-Delepine)	X	X	
28/09/2023	CGE certificates delivered by Marco Polo Institute, Genoa (Italy)	X	X	
28/09/2023	#RoadToNectarFC - Promoting Final Conference in Ghent, Belgium (opening Pavol Krempasky)	X	X	X
22/09/2023	Reminder on Webinar MoU	X	X	
18/09/2023	Promoting the European Nectar Network for Cooperation and Agreement (MoU) through the webinar of Sept 22nd	X	X	X
23/06/2023	Promoting interviews to CGE from ITS-BACT Pilot Course - Episode 3	X		
13/06/2023	Cooking experience at an educational lunch in the Netherlands	X		X



## Deliverable 7.2.2 – Report on Social Media Sites

12/06/2023	Article "Spoonable Bread for Care home residents with swallowing problems" of Belgian partner Centre of Gastrology	X	X	X
05/06/2023	Promoting interviews to CGE from ITS-BACT Pilot Course - Episode 1	X		
30/05/2023	Final Event "Ageing with Taste" and results of Pilot Course delivered by Marco Polo, Genoa (Italy)	X		X
30/05/2023	Promoting Pilot Course of CGE Curriculum delivered by Fondazione ITS-BACT and Campania Region at OrientalLife, Naples (Italy)	X	X	
26/05/2023	Promoting Final Event "Ageing with Taste" and Pilot Course delivered by Marco Polo, Genoa (Italy)	X	X	
25/05/2023	Promoting Pilot Course of CGE Curriculum delivered by Fondazione ITS-BACT and Campania Region at OrientalLife, Naples (Italy)	X	X	
04/05/2023	Promoting Pilot Course of CGE Curriculum delivered by MUG (Austria)	X	X	X
02/05/2023	Partners meeting in Graz, Austria (4-5 May)	X	X	X
01/03/2023	NECTAR project promoted at AgeingFit2023 (Lille, France - 6-7 March)	X	X	
01/01/2023	Promoting Pilot Course of CGE Curriculum delivered by ODISEE (Belgium)	X		X
01/12/2022	Promoting Pilot Course of CGE Curriculum delivered by Campania Region (EIP AHA Campania Reference site)	X		
01/11/2022	Convivio mediterraneo promoting NECTAR CGE Curriculum	X		X
01/08/2022	CGE Curriculum promoted in the Newsletter Orientamenti	X		
01/09/2022	NECTAR selected for Poster presentation at EuGMS Congress in London (September 2022)			X
01/08/2022	Trailer on CGE curriculum by MUG	X		X
08/06/22	NECTAR Consortium Meeting N°5 - ALBUFEIRA, PORTUGAL	X	X	





## Deliverable 7.2.2 – Report on Social Media Sites

07/06/22	NECTAR Presented at EFOOD2022 3rd International Journal of Integrated care Conference; the Theme of the presentation was "Cooking in health care – a new approach to a new profession"	X	X	X
29/04/22	Chefs in Future Integrated Healthcare. The International Journal of Integrated Care, an international peer-reviewed journal, recently published the message that food & nutrition is a cornerstone in healthcare and the Chef Gastro-Engineering (CGE) plays a crucial role in the future integrated healthcare.	X	X	X
09/02/22	European Vocational Skills Week. The sixth European Vocational Skills Week (EVSU) will take place on 16-20 May 2022, with an event organised by the European Commission on 18-19 May 2022.			X
07/02/22	The first version of the CGE EU Curriculum has been released! The curriculum addresses the Core Competences of the CGE professional profile and is aimed at improving the quality of Primary Food Care. It is composed of 69 Learning Outcomes, and 7 Unit of Learning.	X	X	X
25/11/21	NECTAR Newsletter n.1			X
16/11/21	CONVIVIO Mediterranean event " MEDITERRANEAN CONVIVIO for resilience and post-pandemic recovery in the tourist-cultural destinations of the Mediterranean basin" 16th and 17th November 2021. The event program includes a Focus Group session: "A NEW CHEF PROFILE EMERGES IN EUROPE: THE GASTRO ENGINEER"	X	X	x
25/10/21	During the European Week of Active and Healthy Ageing NECTAR colleagues held a workshop on Gastrologic Approaches to the Third Age, including a practical session on taste steering.	X	X	x
15/10/21	Applying selective taste management to overcome chemotherapy induced dysgeusia			
05/10/21	NECTAR Leaflet	X	X	x
07/09/21	NECTAR activities are going on! After the CGE Professional Profile definition, we are finalizing the second project milestone the first release of the CGE European Curriculum. In the meantime download our project leaflet to know who we are and which are our objectives: a big number of results are coming	X		
15/03/21	The work of NECTAR Partner Center of Gastrology highlighted in Belgian television programme	x		X
12/03/21	Time to reduce the consumption of Salt in our lives! This is the Week of Salt Awareness and NECTAR Project support this important initiative.	X	X	
09/03/21	Time to reduce the consumption of Salt in our lives! This is the Week of Salt Awareness and NECTAR Project support this important initiative.	X		



## Deliverable 7.2.2 – Report on Social Media Sites

01/03/21	Nectar Project is online!	X	X	
12/01/21	Primary Food Care and Optimal Cancer Care - The Centre of Gastrology in Belgium is scaling up its gastrological approach to taste disorders caused by chemotherapy experienced by adult cancer outpatients to include several cancer centres in Belgium and the Netherlands.			X